

AKHDAR FZCO



Caption: Akhdar FZCO's Director Philip Hughes with BA ambassadors at the British Airways Business Opportunities Winners' reception at the Address, Downtown Dubai

Background:

Akhdar FZCO was initially founded to give organisations located in JAFZA the opportunity to offload unwanted IT equipment, such as old PCs or data centre materials, in a responsible and transparent manner.

With companies paying increasing attention to corporate social responsibility (CSR) initiatives, Akhdar is offering to manage the disposal process in conjunction with local partners and fully licensed companies in Europe. As such they have used their Club World tickets to attend high profile meetings in the UK and a global industry conference in New Orleans

How will Akhdar benefit from being awarded a British Airways Business Opportunities Grant?

“Despite the vast improvements to communication tools, business is still conducted at a base level by people and depends upon relationships. If you are building a service based business, face to face meetings need to happen in order for trust to be clearly established. In a business development environment, the ability to work together and forge stronger links is even more crucial in a region such as the Middle East

For Akhdar, we see two critical areas that the Business Opportunities Grants will help us. The first is the ability to attend global exhibitions and conferences to meet new product Vendors, see new equipment or machinery at work or listen to industry experts giving key note speeches about emerging trends. The second area is in training for our staff. We deal in high-technology solutions where the services develop and improve significantly over time. The ability to spend a week with a Vendor visiting their clients in different markets is critical as it allows us to see examples and solutions at work.”

Phillip Hughes, Managing Director of MEDIACUBED